

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Employees Help Co-ops Serve





FARMER COOPERATIVE SERVICE
U.S. DEPARTMENT OF AGRICULTURE

Farmer Cooperative Service provides research, management, and educational assistance to cooperatives to strengthen the economic position of farmers and other rural residents. It works directly with cooperative leaders and Federal and State agencies to improve organization, leadership, and operation of cooperatives and to give guidance to further development.

The Service (1) helps farmers and other rural residents obtain supplies and services at lower cost and to get better prices for products they sell; (2) advises rural residents on developing existing resources through cooperative action to enhance rural living; (3) helps cooperatives improve services and operating efficiency; (4) informs members, directors, employees, and the public on how cooperatives work and benefit their members and their communities; and (5) encourages international cooperative programs.

The Service publishes research and educational materials and issues *Farmer Cooperatives*. All programs and activities are conducted on a non-discriminatory basis, without regard to race, creed, color, sex, or national origin.

2673469

EMPLOYEES HELP CO-OPS SERVE

C. H. Kirkman, Jr.

Farmer Cooperative Service

Cooperatives need employees to help serve their members.



Management hires each employee for a specific job.



U.S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIB.

JAN 14 1977

CATALOGING - PREP

Each employee helps the cooperative serve members regardless of job—salesman, secretary, telephone operator, truck driver, accountant, inventory controller, or machine operator.



Employees build the cooperative's image as they serve members and the community by:

- Realizing the employees represent the cooperative in the eyes of members and the community.



- Dealing with members honestly.



- Learning and following the cooperative policies the board of directors sets and the employee policies the manager sets.



- Listening to and following the manager's instructions.



- Working as a team to make the cooperative serve and grow.



- Giving fellow employees credit for their ideas and help.



- Keeping premises and inventory neat and clean.



- Making sure equipment and service tools operate well.



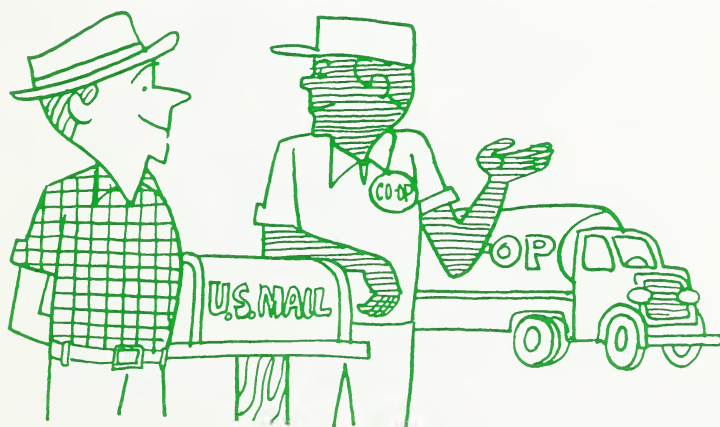
- Serving members pleasantly, promptly, and in the order promised.



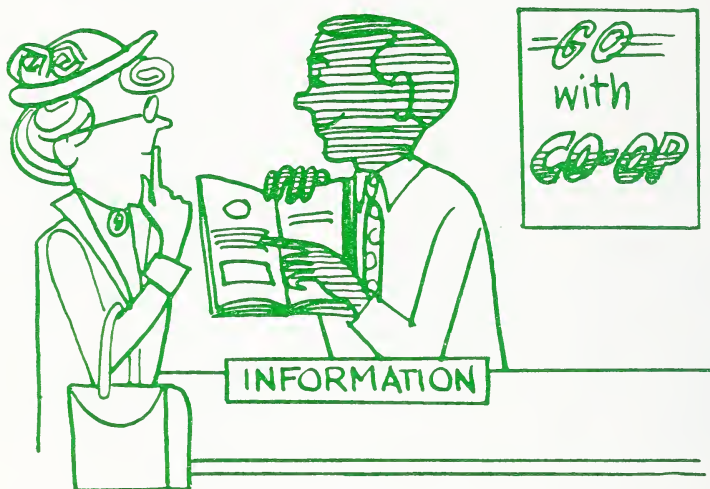
- Taking an extra step to give members satisfactory service.



- Getting and giving members correct and clear information.



- Supporting the cooperative by giving correct facts when people repeat incorrect information about it.



- Handling complaints locally whenever possible.



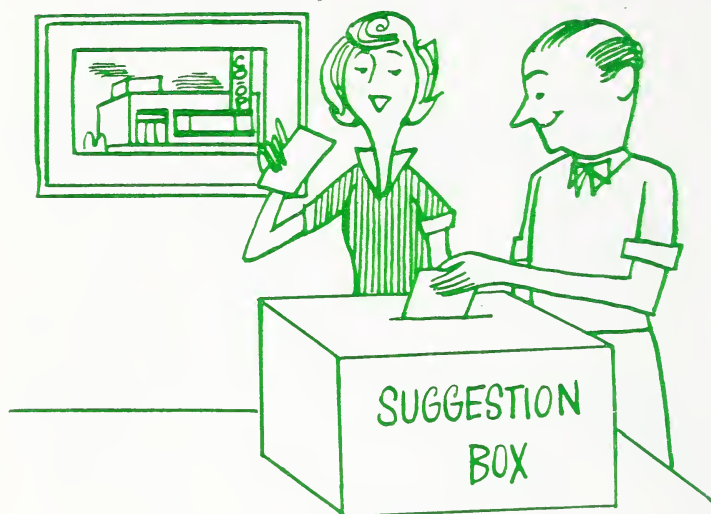
- Using language members understand to get them to buy and sell at the cooperative.



- Giving manager adequate and correct comments from members.



- Suggesting to management better ways to serve members.



- Understanding why special favors—such as lower prices or more credit—for employees, directors, or members harm the co-op and the person asking for them.



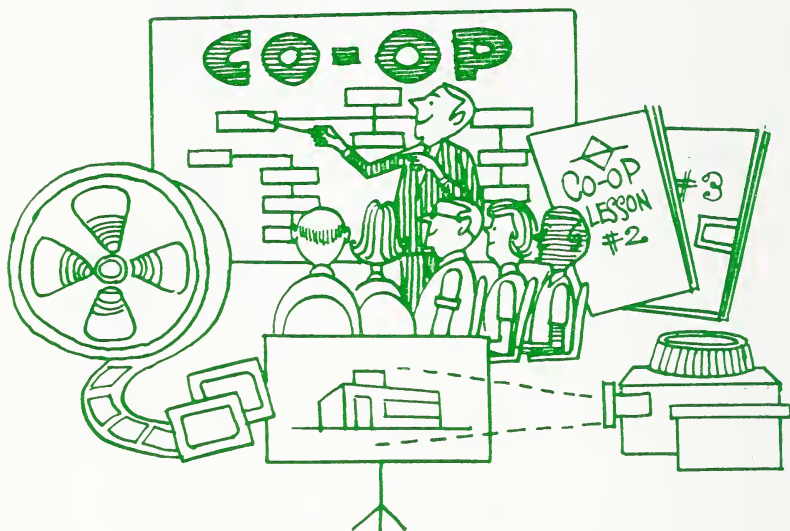
- Being proud to work for a cooperative.



- Applying reason and common sense when serving members.



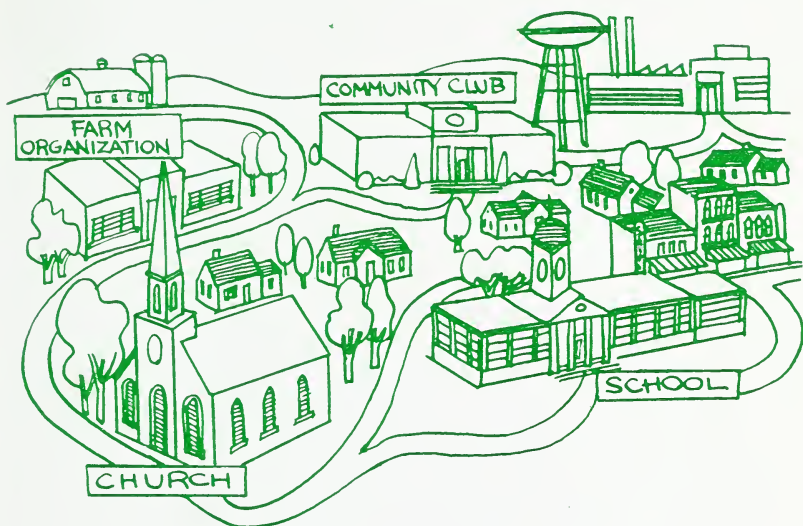
- Attending training classes to gain understanding of cooperative philosophy and widen knowledge of products or services.



- Realizing members own the cooperative, not employees or management.



- Being a community booster by taking part in church, school, or community affairs.



Remember:

Employees reflect the image of the cooperative to its members and general public.



OTHER PUBLICATIONS

What Are Cooperatives?

Information 67 (Also in Spanish)

Is There a Co-op in Your Future?

Information 81

Measuring Co-op Directors

Information 73 (Also in Spanish)

What Co-op Directors Do

Information 71 (Also in Spanish)

Manager Holds Important Key to Co-op Success

Information 74 (Also in Spanish)

Using Co-op Members' Money

Information 79

Guidelines Co-op Employees Need

Information 93

Bookkeeping Forms Your Co-op Needs

Information 82

Guides to Co-op Bookkeeping

Information 89

Farmer Cooperative Publications

Information 4

Members Make Co-ops Go

Information 72 (Also in Spanish)

